

# FINAL OPPORTUNITY

# Our Contest Closes Next Saturday, July 15th

ALL CONTEST MAIL MUST BEAR POST-MARK NOT LATER THAN THAT DATE

Yours May Earn You the 1st Prize of IDEAS—

Yours May Earn You the 1st Prize of
\$15,000.00 In CASH

S2,000.00 and Trophy, or at least a share in the \$15,000.00 Offered as PRIZES

In the International Contest for Ideas to appear on the Greatest Operating Electric Display of the Century-"The Leaders of the World's Fiery Chariot Race"-in New York City.

Curtice Bros. Blue Label Ketchup,

Blue Label Soups & Canned Goods.

Curtice Bros. Co., Rochester, N. Y.

Ford Popular-Priced Motor Cars.

Ford Motor Co., Detroit, Mich.

## Rules and Conditions of the Contest

Each advertisement or slogan written must be limited to three lines, not to exceed eighteen letters and spaces to each line (such as could be placed in the blocks on the curtain over the race reproduced on this page).

Be sure to leave one space between each word and do not divide any words between lines, for example, the following wording:

#### THE RICE ELECTRIC DISPLAY CO. UNITES THE WORLDS LEADERS

The first line contains "The Rice Electric," being 15 letters and 2 spaces, leaving one space at the end.

The second line contains "Display Co. Unites," being 15 letters, one period and two spaces, requiring full 18 spaces.

The third line contains "The Worlds Leaders," also using all 18 spaces. However, you need not use all the spaces. The shorter and stronger the expression, the better.

The following abbreviations and characters can be used in place of any letter: - (period.), (and &), (dash-), (per cent. %), (dollar \$), (cent \$);

also figures, 1-2-3-4-5-6-7-8-9-0. All wordings must be freely submitted in this contest and shall become the property of the Rice Electric Display Company, and will not be returned. We also reserve the right to disqualify the copy of any contestant whom in our judgment we deem

is using unfair methods in this contest. Ideas will be judged upon their merit in point of best advertising

## Remington Typewriters. Remington Typewriter Co., New York, N. Y.

Armour's Star Ham, Extract of Beef, or Simon Pure Lard & Grape Juice.

Armour & Co., Chicago, Ill. Gold Medal Flour.

Washburn-Crosby Co., Minneapolis, Minn. Waterman's Ideal Fountain Pena.

L. E. Waterman Co., New York, N. Y. Le Page's Glue.

Russia Cement Co., Gioucester, Mass. Waltham Watches.

those tying.

greatest merit.

only on one side of it.

address on the botton of each sheet.

Waltham Watch Co., Angelus Player Pianos and Piano Players.

The Wilcox & White Co., Meriden, Conn.

No contestant shall submit exactly the same wording for more than one of the "Leaders of the World."

In the event of a tie for any of the three big prizes, an equal division of the prize money shall be made to

In the event of a tie for the 1st prize after dividing the 1st prize money we will award the silver trophy to the ty-

ing contestant whom we feel has submitted the ideas of

You may submit either one or two advertisements for

any or all of the "Recognized Leaders of the World,"

but no more than two advertisements for each concern can be submitted by any one contestant. Use a differ-

ent sheet of paper for each of these concerns, but write

Put the firm's name on top. Follow with your sug-

gestions for that firm and sign your name and full

mail must bear postmark not later than that date.

"Leaders of the World Contest"

The contest closes on July 15, 1911, and all contest

No questions can be answered in this contest. Prine

winners will be announced in this paper. Do not send

any of your suggestions direct to these concerns, but forward them all in one envelope and address as follows:

The Rice Electric Display Co.

and Amberol Records.

Pompeian Massage Cream.

Gem Jr. Safety Razor and Damaskeene Blades.

Hotel Astor Coffee.

Kelly Motor Trucks.

# Winchester Guns and Ammunition.

LEADERS OF THE WORLD

Walk-Over Shoes. Geo. E. Keith Co., Brockton, Mass.

Educator Crackers. Johnson Educator Food Co., Boston, Mass.

New Haven Clocks-Tattoos Bohn Syphon Refrigerators. New Haven Clock Co., New Haven, Conn. White Enamel Refrigerator Co., St. Paul, Minn. Dayton Bicycles and

Gorton's Codfish. Davis Sewing Machines. Gorton-Pew Fisheries Co., Gloucester, Mass.

Everwear Hosiery

Everwear Hosiery Co., Milwaukee, Wis. Electric Light and Power.

## Lowney's Cocoa, Lowney's Chocolates.

Walter M. Lowney Co., Boston, Mass. Toledo Computing Scales.

Toledo Computing Scale Co., Toledo, Ohio. Porosknit Summer Underwear.

Chalmers Knitting Co., Amsterdam, N. Y. Smith & Wesson Revolvers.

Smith & Wesson, Inc., Springfield, Mass. Wales Visible Adding Machines. The Adder Machine Co., Wilkes-Barre, Pa.

Optimo All-Havana Cigar. A. Santaella & Co., Tampa, Fla.

Quaker Oats, Puffed Rice and Puffed Wheat.

# PRIZES

1st prize, \$2000.00 in CASH and solid silver trophy, specially designed by Black, Starr & Frost, 5th Avenue, New York.

> 2nd Prize, \$1000.00 in CASH:

3rd Prize, \$500.00 in CASH:

The 1st, 2nd and 3rd Prizes to be awarded to the persons having the 1st, 2nd and 3rd largest number of advertisements accepted by the "Leaders of the World" combined.

## \$11,500.00 OFFERED IN ADDITIONAL PRIZES

Prizes of various amounts to be awarded as one dollar for each and every advertise-ment accepted by the different "Leaders of the World," antil the sum of \$11.500.00 is absorbed, making a total of FIFTEEN THOUSAND DOLLARS, as offered.

### ALSO A CERTIFICATE FOR EVERY WINNER

Everyone having copy accepted by the "Leaders of the World" will be issued a handsome certificate, giving the names of the firms, and certifying that this person hassubmitted ideas for advertising that have been accepted by the "Recognized Leaders of the World."

SPECIAL EXTRA PRIZES. -\$25.00 will be paid for each and every accepted suggestion, for the best general way by which these mammoth concerns may make the greatest use of their recognition as "Leaders of the in their line of business, among their dealers, sales force and in other ways and forms of advertising.

Address these suggestions to

Service Department. The Rice Electric Display Co., 1328 Broadway. New York, N. Y.

## "THE RECOGNIZED LEADERS OF THE WORLD"

Edison Phonographs

Thos. A. Edison, Inc., Orange, N. J.

Pompeian Mfg. Co., Cleveland, Ohio.

Gem Cuttery Co., New York, N. Y.

B. Fischer & Co., New York, N. Y.

Kelly Motor Truck Co., Springfield, Ohio.

Jewels, Gold and Silversmiths. Black, Starr & Frost, 5th Avenue, New York, N. Y.

Davis Sewing Machine Co., Dayton, O. Vollrath Enameled Ware. The Vollrath Co., Sheboygan, Wis.

Winchester Repeating Arms Co., New Haven, Conn.

New York Edison Co., New York, N. Y. Quaker Oats Co., Chicago, Ill. Facts About the "Leaders

of the World" Display

Location and Operation The world's greatest operating electric display representing a Roman Chariot Race in electricity, is located at 38th Street and Broadway, directly facing Herald Square in Greater New York. When illuminated, the horses all appear to be running at break-neck speed, yet never overtaking the main chariot, which represents the "Leaders."

Directly over the race is suspended a great steel curtain that is 20 feet high by nearly 100 feet long. Mounted on the top of this curtain is the title of this great display - "Leaders of the World." All during the evening there appears continuously on this curtain the announcements of these world's greatest business concerns.

## JUDGES

Each of these concerns will judge and pass upon the advertisements submitted for their respective firms.

#### 1328 Broadway, New York City The Great Chariot Race, Facing Herald Square, New York THE RICE ELECTRIC DISPLAY COMPANY **OWNERS AND OPERATORS** 1328 Broadway, N. Y. City ELWOOD E. RICE, President Capital, \$500,000.00 Home Office, Dayton, Ohio





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